

CLAIM AMENDMENTS

Claim 1 (currently amended): A method of posting electronic poster through public network, comprising the steps of:

(a) providing a plurality of regional service centers and regional control centers in a plurality of regional territories and a central control system networked with said regional service and control centers through a public network;

(b) providing one or more stationary electronic posters in each of said regional territories, which is maintained and controlled by said respective regional control center;

(c) accepting posting orders from advertisers by said regional service centers, wherein each of said regional service centers obtains information of where and when is each of said electronic posters available for whatever posting size from said central control system through said public network;

(d) sending each of said posting orders to said central control system from said respective regional service center, wherein each of said posting orders includes posting information of posting content, time and size for one or more of said electronic posters designated by said respective advertiser;

(e) recording a poster content for each of said posting orders by said central control system and sending said recorded poster content to said regional control centers in charge of said electronic posters designated by said respective advertiser;

(f) booking and confirming advertising time with one or more of said regional control centers controlling said electronic posters designated by said respective advertiser by said central control system; ~~and~~

(g) displaying said recorded poster content in each of said electronic posters designated by said respective advertiser in said designated size and time by said respective regional control center while each of said electronic posters is always remained electronically controlled by said respective regional control center; and

(h) monitoring target customers including whether said target customers is attracted by said recorded poster or how said target customers react with said recorded poster at each of said stationary electronic posters through said public network in live time manner; and

(i) sending back a feedback of responses of said target customers and posting stage instantly to said regional control center and said central control system through said public network.

Claim 2 (original): The method as recited in claim 1, after the step (d), further comprising a confirming step of affirming said posting orders by said central control system by confirming posting schedules of each of said posting orders with one or more of said regional control centers that in charge of said electronic posters designated by said respective advertiser.

Claim 3 (original): The method as recited in claim 1 wherein each of said regional service and control centers equips with an operation computer and said central control system contains an advertisement engine which is a central processing computer networked with said operation computers of said regional service centers and said regional control centers through said public network.

Claim 4 (original): The method as recited in claim 2 wherein each of said regional service and control centers equips with an operation computer and said central control system contains an advertisement engine which is a central processing computer networked with said operation computers of said regional service centers and said regional control centers through said public network.

Claim 5 (original): The method as recited in claim 1 wherein, in the step (f), further comprising a sub-step of translating said poster content into one or more native languages.

Claim 6 (original): The method as recited in claim 2 wherein, in the step (f), further comprising a sub-step of translating said poster content into one or more native languages.

Claim 7 (previously presented): The method as recited in claim 1 wherein, in the step (a), further comprises a sub-step of providing a suggested schedule and reference for different categories of services and products by each of said regional control centers to said central control system to post advertisements in different time period a day in each of said electronic posters within said regional territory.

Claim 8 (previously presented): The method as recited in claim 2 wherein, in the step (a), further comprises a sub-step of providing a suggested schedule and reference for different categories of services and products by each of said regional control centers to said central control system to post advertisements thereof in different time period a day in each of said electronic posters within said regional territory.

Claim 9 (previously presented): The method as recited in claim 6 wherein, in the step (a), further comprises a sub-step of providing a suggested schedule and reference for different categories of services and products by each of said regional control centers to said central control system to post advertisements thereof in different time period a day in each of said electronic posters within said regional territory.

Claim 10 (original): The method as recited in claim 1 wherein each of said electronic poster is a display device.

Claim 11 (original): The method as recited in claim 2 wherein each of said electronic poster is a display device.

Claim 12 (original): The method as recited in claim 1 wherein said poster contents are designed and provided by said advertisers.

Claim 13 (original): The method as recited in claim 2 wherein said poster contents are designed and provided by said advertisers.

Claim 14 (original): The method as recited in claim 1 wherein said poster contents to be posted in one of said electronic posters are designed by said regional control center of said electronic poster.

Claim 15 (original): The method as recited in claim 2 wherein said poster contents to be posted in one of said electronic posters are designed by said regional control center of said electronic poster.

Claim 16 (original): The method as recited in claim 1 wherein, in the step (d), each of said posting order for each of said electronic posters is sent with a posting code which includes at least a poster code assigned to represent said electronic poster.

Claim 17 (original): The method as recited in claim 2 wherein, in the step (d), each of said posting order for each of said electronic posters is sent with a posting code which includes at least a poster code assigned to represent said electronic poster.

Claim 18 (original): The method as recited in claim 16 wherein each of said regional service centers and regional control centers is assigned with a service code and a control code respectively, wherein in each of said posting orders, said service code clearly indicates which of said regional service centers does said posting order and said control code indicates which of said regional control centers in charge said electronic poster.

Claim 19 (original): The method as recited in claim 17 wherein each of said regional service centers and regional control centers is assigned with a service code and a control code respectively, wherein in each of said posting orders, said service code clearly indicates which of said regional service centers does said posting order and said control code indicates which of said regional control centers in charge said electronic poster.

Claim 20 (previously presented): The method as recited in claim 9 wherein, in the step (d), each of said posting orders for each of said electronic posters is sent with a posting code which includes at least a poster code assigned to represent said electronic poster.

Claim 21 (original): The method as recited in claim 20 wherein each of said regional service centers and regional control centers is assigned with a service code and a control code respectively, wherein in each of said posting orders, said service code clearly indicates which of said regional service centers does said posting order and

said control code indicates which of said regional control centers in charge said electronic poster.

Claim 22 (previously presented): The method as recited in claim 18 wherein each of said posting orders further comprises a detail information of said poster content to be posted in said designated electronic poster, including a selected language and a time-posting schedule.

Claim 23 (previously presented): The method as recited in claim 19 wherein each of said posting orders further comprises a detail information of said poster content to be posted in said designated electronic poster, including a selected language and a time-posting schedule.

Claim 24 (previously presented): The method as recited in claim 21 wherein each of said posting orders further comprises a detail information of said poster content to be posted in said designated electronic poster, including a selected language and a time-posting schedule.

Claim 25 (original): The method as recited in claim 1 wherein the step (h) further comprises a step of downloading said poster contents of said posting orders to said corresponding regional control centers.

Claim 26 (original): The method as recited in claim 2 wherein the step (h) further comprises a step of downloading said poster contents of said posting orders to said corresponding regional control centers.

Claim 27 (original): The method as recited in claim 9 wherein the step (h) further comprises a step of downloading said poster contents of said posting orders to said corresponding regional control centers.

Claim 28 (original): The method as recited in claim 20 wherein the step (h) further comprises a step of downloading said poster contents of said posting orders to said corresponding regional control centers.

Claim 29 (previously presented): The method as recited in claim 1 wherein more than one of said poster contents is allowed to arrange to share a full screen of said electronic poster at the same time.

Claim 30 (previously presented): The method as recited in claim 2 wherein more than one of said poster contents is allowed to arrange to share a full screen of said electronic poster at the same time.

Claim 31 (previously presented): The method as recited in claim 9 wherein more than one of said poster contents is allowed to arrange to share a full screen of said electronic poster at the same time.

Claim 32 (previously presented): The method as recited in claim 27 wherein more than one of said poster contents is allowed to arrange to share a full screen of said electronic poster at the same time.

Claim 33 (currently amended): The method as recited in claim 1, ~~after the step (g), further comprising a step (h) of monitoring each of said electronic posters through said public network, in step (h),~~ wherein a monitor device is installed adjacent to each of said electronic posters for monitoring said responses of said target customers at each of said electronic posters in live time manner to send said feedback of said responses and sending back a feedback and posting stage instantly to said regional control center and said central control system through said public network.

Claim 34 (currently amended): The method as recited in claim 2, ~~after the step (g), further comprising a step (h) of monitoring each of said electronic posters through said public network, in step (h),~~ wherein a monitor device is installed adjacent to each of said electronic posters for monitoring said responses of said target customers at each of said electronic posters in live time manner to send said feedback of said responses and sending back a feedback and posting stage instantly to said regional control center and said central control system through said public network.

Claim 35 (currently amended): The method as recited in claim 9, ~~after the step (g), further comprising a step (h) of monitoring each of said electronic posters through said public network, in step (h),~~ wherein a monitor device is installed adjacent to each of said electronic posters for monitoring said responses of said target customers at each of

said electronic posters in live time manner to send said feedback of said responses and ~~sending back a feedback and posting stage~~ instantly to said regional control center and said central control system through said public network.

Claim 36 (currently amended): The method as recited in claim 20, ~~after the step (g), further comprising a step (h) of monitoring each of said electronic posters through said public network, in step (h),~~ wherein a monitor device is installed adjacent to each of said electronic posters for monitoring said responses of said target customers at each of said electronic posters in live time manner to send said feedback of said responses and ~~sending back a feedback and posting stage~~ instantly to said regional control center and said central control system through said public network.

Claim 37 (currently amended): The method as recited in claim 27, ~~after the step (g), further comprising a step (h) of monitoring each of said electronic posters through said public network, in step (h),~~ wherein a monitor device is installed adjacent to each of said electronic posters for monitoring said responses of said target customers at each of said electronic posters in live time manner to send said feedback of said responses and ~~sending back a feedback and posting stage~~ instantly to said regional control center and said central control system through said public network.

Claim 38 (currently amended): The method as recited in claim 32, ~~after the step (g), further comprising a step (h) of monitoring each of said electronic posters through said public network, in step (h),~~ wherein a monitor device is installed adjacent to each of said electronic posters for monitoring said responses of said target customers at each of said electronic posters in live time manner to send said feedback of said responses and ~~sending back a feedback and posting stage~~ instantly to said regional control center and said central control system through said public network.

Claim 39 (currently amended): A system of posting electronic poster through public network, comprising:

a central control system,

a plurality of stationary electronic posters located in various regional territories;

a plurality of regional service centers, which are provided in said regional territories respectively, communicating with said central control system via a public network, wherein said regional service centers accept posting orders from advertisers and obtain information of where and when is each of said electronic posters available for whatever posting size from said central control system through said public network; ~~and~~

a plurality of regional control centers, which are provided in said regional territories respectively and communicated with said central control system through said public network, each maintaining and controlling said electronic posters located in said respective regional territory, wherein each of said regional control centers provides posting schedules of said electronic posters within said regional territory thereof and makes sure said designated poster contents are correctly displayed in said designated electronic posters for said correct time periods respectively; and

a monitor device being installed adjacent to each of said electronic posters for monitoring responses of target customers at each of said electronic posters in live time manner, wherein said monitor sends a feedback of said responses and posting stage instantly to said regional control center and said central control system through said public network.

Claim 40 (previously presented): The system as recited in claim 39 wherein each of said regional service and control centers equips with an operation computer and said central control system contains an advertisement engine which is a central processing computer networked with said operation computers of said regional service centers and said regional control centers through said public network.